

CLAIMS

1. A liquid detergent composition comprising at least 5% by weight of surfactant and an encapsulate
5 comprising greater than 10% by weight of the encapsulate of active material, in a hydrated cross-linked anionic gum matrix.
2. A detergent composition according to claim 1, wherein the surfactant is present at a concentration
in the range from 5 to 50% by weight.
- 10 3. A detergent composition according to claim 2, wherein the surfactant is present at a concentration
in the range from 10 to 30% by weight.
- 15 4. A detergent composition according to any one of the preceding claims, wherein the surfactant is
selected from the group consisting of anionic, nonionic, amphoteric and zwitterionic surfactants and
mixtures thereof.
- 20 5. A detergent composition according to any one of the preceding claims, wherein the
the active material comprises a fragrance.
6. A detergent composition according to any one of the preceding claims, wherein the active material
is present in an amount up to 60%, preferably in the range from 20 to 40%, and particularly 25 to
30% by weight of the encapsulate.
- 25 7. A detergent composition according to any one of the preceding claims, wherein the anionic gum is
present in an amount up to 5%, preferably up to 1% by weight of the encapsulate.
8. A detergent composition according to any one of the preceding claims, wherein the anionic gum is
alginate, carageenan, gellan gum, carboxymethyl cellulose and/or xanthan gum.
- 30 9. A detergent composition according to claim 8, wherein the anionic gum is alginate.
10. A liquid detergent composition comprising at least 5% by weight of surfactant and an
encapsulate comprising greater than 0.5% by weight of the encapsulate of fragrance, in a hydrated
35 cross-linked anionic gum matrix.

11. A laundry liquid comprising at least 5% by weight of surfactant and an encapsulate comprising active material in a hydrated cross-linked anionic gum matrix.

12. A laundry liquid according to claim 11, wherein the liquid comprises in the range from 5 to 50%
5 by weight of anionic surfactant.

13. A laundry liquid according to claims 11 or 12, wherein the liquid additionally comprises in the range from 5 to 80% by weight of builder.

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